

Ms. Chhavi Gangwar

Assistant Professor, Fashion Design, Kangra

Area of Teaching and Research - Traditional textiles & craft of India, Surface ornamentation, Natural fibres, Technical textiles, Draping & designing, Textile testing



Chhavi Gangwar, working as an Assistant Professor (Fashion Design) in NIFT, Kangra. She is pursuing her Doctoral Research on “Application of Sugarcane Bagasse fiber in Technical textiles”. She has over 6 years of research and teaching experience in Clothing and Textiles. She also worked as a JRF & SRF Fellow under the BSR (Basic Scientific Research) for the period of five years at the MSU, Baroda. She had published research papers under NAAS rated journals, various oral and poster presentations at National and International conferences. She received best poster presentation award for “Study of Suagrcane Fibres for Textile Applications” in 33rd Biennial Conference of HSAI 2020. She has also applied Patent under her doctoral research work. She is passionate about teaching & researches in the field of innovative craft and technical textiles.

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Ms. Lavdeep Singh

Assistant Professor, Fashion Design, Kangra

Area of Teaching and Research - Design, Art History, Fashion Styling, Fashion Anthropological Studies, Fashion Forecasting, Branding & Management.



Lavdeep Singh, faculty in the department of Fashion Design, is an alumna from NIFT, Gandhinagar and National Institute of Design, Ahmedabad. With an industry experience of fifteen years in Design, Retail, Management and Academics she has developed her expertise in Fashion Design, Strategic Design Management, Fashion Forecasting, Fashion Studies and Fashion History. She has been a part of various international conferences as a researcher. She loves to travel and has great passion for art, design history and study of popular culture.

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Dr. Manoj Kumar Paras

Assistant Professor, Fashion Design, Kangra

Title of Dissertation of PhD - Reuse-based Reverse Value Chain for Sustainable Apparel Industry.

Area of Teaching and Research - Design Research, Garment Construction, Industry 4.0, Sustainability, Sustainable Fashion, Research Method and Pattern Making



Dr. Manoj Kumar Paras is working as an Assistant Professor with the Department of Fashion Design. He has completed PhD under Sustainable Management and Design for Textiles programme from The Swedish School of Textiles, University of Borås, Sweden. He has worked in the industry and has been an academician now for 12 years. His research interest includes Design Research, Sustainable Design, Redesign and Upcycling. He has presented his research in various national/international conferences and published in journals such as Sustainability, Journal of Fashion Marketing and Management, Research Journal of Textile and Apparel, The International Review of Retail, Distribution and Consumer Research, Supply Chain Management, Journal of Advanced Manufacturing Technology, Journal of Global Operations and Strategic Sourcing, International Journal of Value Chain Management and Man-Made Textiles.

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Dr. Paramita Sarkar

Assistant Professor, Fashion Design, Kangra

Title of Dissertation of PhD – 'A study on tribal costume of Tripura and its transformation'

Area of Teaching and Research - Research & Design



Dr. Paramita Sarkar is working as an Assistant Professor with the Department of Fashion Design and the Centre Coordinator for the FD Dept. She is a PhD in the area of study of tribal costumes of Tripura and specializes in ethnographic research. Passion for design brought her to join NIFT in the year 2013 at NIFT, Kangra. She has worked in the industry and has been an academician now for 13 years. She specializes in subjects like Sustainable Design, Traditional Indian Textiles, Styling for performance art & fictional character, Design Process & Design Research. She has several publications in the area of Tribal textiles & costume of Tripura in various national and international journals. She has presented her research work in IAFOR, Osaka Japan, 2013 & IFFTI, Manchester 2019. She was awarded for the category The Best Design for Innovation at FTC, IIT, New Delhi, 2020.

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Ms. Sapna Kushwaha

Assistant Professor, Fashion Design, Kangra

Area of Teaching and Research - Textile Manufacturing, Textile Science, Textile Chemical Processes, Textile Quality Assurance, Technical Textiles, High Performance Fibers, Natural Dyes. Fiber composites



Sapna Kushwaha is currently Assistant Professor with Fashion Design Department. She has prior experience with dyeing and printing units, and has also worked corporate trainer with textile industries R&D and as an assistant professor with various prestigious institutes PIET, NIT, NIIFT. She has contributed as technical expert for Uniform Design under Safaimitra Suraksha Project under MoHUA Govt. of Punjab, and has been instrumental in establishment of Textile Testing and Textile Chemical Processing Laboratories at NIIFT as core member for Textile Design course curriculum design. She is awarded with best teacher award on 5th sep' 2014 at P.I.E.T. Received Gold Medal in Textile Design Diploma from UPTU Lucknow. She has participated and attended various national and international conferences. Guided under graduate project on: Antimicrobial properties of fabric, fragrance treatment on fabric and case study increasing garment productivity.

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Mr. Vinod Kumar Sharma

Assistant Professor, Fashion Design, Kangra

Area of Teaching and Research - Pattern Making and Draping



Vinod Kumar Sharma is Assistant Professor, in the Department of Fashion Design, NIFT, Kangra, where he currently delivers lectures on draping and pattern making. He is trained as Fashion Designer from NIFT with a Best Design Collection Award. Thereafter, he worked with the Fashion and Apparel industry for 8 years. He had worked with designers like Rajesh Pratap Singh and Nikhil Shantanu and brands like Raymond wherein he managed/supervised several collections and organised fashion shows with the designers. Also being a Science Graduate in Zoology, his interest lies in the influence of science and technology in Fashion especially Synthetic Biology, Additive Manufacturing Methods, digital fabrication, materials science. He is also keen in working on Non-Euclidean Patternmaking” which is a new form of fashion pattern-making based on the mathematics of Non-Euclidean geometry developed during Dr. Mark Liu’s 2015, PhD research. At the same time, advocates craftsmanship – as “head and hand, technique and science, art and craft should not be separated”.

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Mr. Anil Kumar Tirkey

**Assistant Professor, Fashion & Lifestyle Accessories,
Kangra**

Area of Teaching and Research - Form Studies - Sketching, Design for Future, Photography, Design Detailing, Packaging Design, Design & Society, Design Fundamentals



An alumnus of NIFT, he has worked in the Jewellery Industry for 4 years as a Designer, Merchandiser, Product Development-thereafter working in Product Design Domain for 4 years in Lifestyle Products and Furnitures – Handcrafted in Leather, Wood and Metal. He has also worked along in Visual Merchandising, Window Displays and Branding, In store Planning & layouts. With a diverse experience he became involved in Design academics and pedagogy since 2012 in the Department of F&LA. Being inquisitive in nature he is keenly interested in the subject areas of Human Factors, Crafts, Sustainability and Design & Society.

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Mr. Nitesh Krishnan J

**Assistant Professor, Fashion& Lifestyle Accessories,
Kangra**

Area of Teaching and Research - Geometry 2D and 3D, Manufacturing process, CAD 3D & contemporary manufacturing, Technical drawing & Autocad.



Nitesh Krishnan J is working as Assistant Professor with department of F & LA in NIFT Kangra since year 2021. His qualification is Masters in Computer Integrated Manufacturing and pursuing PhD in the area of Electrochemical micromachining from College of Engineering Guindy, Anna University. Prior to NIFT, he worked in Anna University for 7 years handling Engineering graphics, Vector Mechanics, Engineering thermodynamics, CAD/CAM, mechatronics, Robotics, material characterization and workshop practices laboratory. He has also been actively involved in research in the areas of thermal spray coating, fused deposition modeling, electric discharge machining and electrochemical micromachining. He is also interested in reading scientific journals and advanced manufacturing processes allied books.

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Dr. Romika Yadav

**Assistant Professor, Fashion & Lifestyle Accessories,
Kangra**

Title of Dissertation of PhD - Crime Predictive Model Using Big Data Analytics Techniques

Area of Teaching and Research - Research Methodolog, Digital Design & Communication, Artificial Intelligence, Data Analytics, Databases, Data Structures and Algorithms.



Dr. Romika Yadav is an Assistant Professor with the department of Fashion & Lifestyle Accessories. She is a M.Tech in Computer Science and PhD in Crime Predictive Model using Big Data Analytics Techniques and brought her to join NIFT in the year 2021. She has approximately 7 years of experience in Teaching and Research. She specializes in Big Data Analytics, IoT, Artificial Intelligence, Data Analytics and in Information Technology. She has more than 30 research publications in the area of computer science in national & international journals, including two in IEEE conference and one chapter in springer.

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Dr. Anunita Rangra

Associate Professor, Textile Design, Kangra

Title of Dissertation of PhD - 'Critical study of the frescoes of Dharmakshetra Kurukshetra'

Area of Teaching and Research - Fashion Illustration, Surface Embellishment, Material Studies (Paper & Clay) Drawing & Painting.



Dr. Anunita Rangra is an Associate Professor in Textile Design Department, NIFT Kangra . She is PhD in Fine Arts and specialised in Fashion Illustration. She has an overall teaching experience of 20 years out of which 12 years of teaching in NIFT. Specialised in Fashion Illustration in Women's Wear from Instituto Di Moda Burgo, Italy, Milan . Paper Presented at Shimla University and Ambala PG College, Haryana . Paper Published in UGC approved International Journal "Vidhya Varta" and also National Journal in 'Hill Quest Pratibha Spandan' approved by UGC, Shimla University. She is a Visiting faculty at National Institute of Design, Kurukshetra and also nominated by Honourable Vice Chancellor as member of Board of Studies in Dept. of Visual Arts, Shimla University.

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Dr. Babita Bhandari

Assistant Professor, Textile Design, Kangra

Title of Dissertation of PhD - 'Natural dyeing of wool and silk fabrics using weed plant extracts'

Area of Teaching and Research - Traditional Textiles of India and World, Apparel design and construction, surface embellishment, fabric studies, textile testing, textile processing



Dr. Babita Bhandari is an Assistant Professor in Dept of Textile Design. She holds a PhD in application of natural dyes in silk and wool fabrics using *Rumexnepalensis* and *Girardinia diversifolia* and specializes in sustainable natural dyeing. She has completed PhD in 2018 from GBPUAT, Pantnagar, the first agricultural university of India and MSc in Textile and Apparel Designing from CCS HAU, Hisar. She received ICAR – JRF fellowship for masters and UGC-NET Junior Research Fellowship for PhD. After teaching fashion design in a private university, she joined NIFT at Kangra center in 2019. Her areas of expertise include natural dyeing, textile processing, textile handicrafts, surface embellishment, pattern making, garment construction and textile testing. She has presented various research papers in coveted national and international conferences. Several publications in the fields of fabric antimicrobial treatment, anti UV treatment, natural dyeing etc are to her credit.

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Ms. Deepa Linet Xaxa

Assistant Professor, Textile Design, Kangra

Area of Teaching and Research - Print Design, CAD, Digital Drawing, Craft Research Documentation, Woven Design, Material Studies, Design Fundamental.



Deepa Linet Xaxa, joined NIFT, as an Assistant Professor in October 2018. She herself is a NIFT alumni and after gaining a diverse range of industry experience, she has joined back NIFT as an Assistant Professor in the Department of Textile Design. After completing her 4 years UG degree course from Textile Design NIFT Delhi in 2009, she worked in JC Penney Corporation as a Graphic Designer for a year. During her 7 years of international exposure, she completed her 2 years Masters program in Fashion & Textiles from Nuova Academia Di Belle Arte, Milano in 2014. During her Masters, she received a prestigious scholarship from Dept. of Higher Education, Ministry of Human Resource Development, Govt. of India. She worked as a Textile & Graphic Designer at Gabel Industria Tessile Spa, Italy, from 2014 to 2018. With her wide range of industry exposure and knowledge; she has been a great value addition to our department and centre.

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Mr. Pavittar Punit Singh

Assistant Professor, Textile Design, Kangra

Area of Teaching and Research - Textile Manufacturing, Textile Processing, Woven Design, CAD for Dobby and Jacquard, Craft Research and Design



Pavittar Punit Singh Madan is currently working as Assistant Professor in the Department of Textile Design at the National Institute of Fashion Technology, Kangra. He is an alumnus of Dr. B. R. Ambedkar National Institute of Technology, Jalandhar and Guru Nanak Dev University, Amritsar and has worked with reputed organizations like Winsome Textile Industries and Mahavir Spinning Mills (A Vardhman Group Company) for more than 2 years before joining academics. He has teaching experience of over 6 years before joining NIFT, Patna. In NIFT, Patna he was Resource Centre Incharge as well as Centre Coordinator (Foundation Program). He is currently pursuing is PhD from Dr. B. R. Ambedkar National Institute of Technology, Jalandhar in the area of imparting anti-shrink properties to wool using enzymes. He also has contributed to various project like Documenting the Stone Craft of Pattharkati, Fashion, Indigo Exhibition, LBSNAA etc.

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Mr. Saurabh Garg

Assistant Professor, Textile Design, Kangra

Area of Teaching and Research - Textile Science, Textile Chemical Processes, Textile Quality Assurance and Weaving



Saurabh Garg is working as Assistant Professor with department of Textile Design in NIFT since year 2012. His qualification is Master in Technology (Textile Chemistry) and pursuing Ph.D. in the area of Natural Dyeing. Prior to NIFT, he worked in textile dyeing and printing industry for 3-4 years. He has 13 year of experience in the field of Textiles. The core teaching areas are Textile Science, Textile Chemical Processes, Textile Quality Assurance and Weaving. His areas of interests are eco-friendly textile processes, novel dyeing and printing techniques and to understand the technical aspects of traditional textile processes used by craftsmen. He has attended several national/international conferences and has many publications in the area of advanced Textile applications, Textile crafts and Natural dyes on textiles. He has been working on varied projects at NIFT Kangra. Besides textiles, he is interested in meditations and stress relieving processes.

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Ms. Alka Rawat

Assistant Professor, Fashion Communication, Kangra

Area of Teaching and Research - Communication, Branding, Advertising, Public Relations, Media Writing and Fashion Journalism



Alka Rawat specialised in Journalism and Mass Communication and cleared UGC NET in the same discipline. Currently, she is pursuing her PhD from Haryana State University in the area of Social Communication and Gender. She has worked with various eminent brands during her work as a communication specialist. She has developed video modules for IGNOU and has published research papers and book chapters. Ms Rawat works closely in the area of Mediated Communication, Media Narratives and Corporate Communication. Her interest lies in social projects related to gender, development and sustainability.

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Ms. Deep Shikha Walia

Assistant Professor, Fashion Communication, Kangra

Area of Teaching and Research - Publication design, Graphic design, Drawing and painting, Art and Aesthetics



Deep Shikha Walia is an Assistant Professor with the Fashion Communication since December 2021. She is a Masters in Design from NIFT, Delhi with a graduation in Fine Art (Painting). She started her career as a Publication Designer and worked on designing of reference books for children. She has been an academician for more than seven years. She specialises in Publication and graphic design with a passion for designing layouts for print media.

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Ms. Maria Afzal

Assistant Professor, Fashion Communication, Kangra

Area of Teaching and Research - Web Design, Media Studies and Integrated Design projects. Her further interest includes UI/UX and Design Innovation



Maria Afzal is an Assistant Professor in the Fashion Communication department in NIFT, Kangra. She joined NIFT, Kangra Campus, in 2021. She currently holds additional responsibility for LINK-RIC for the Kangra campus. She is specialized in Electronics and IT. She has an experience of almost ten years of Teaching. She found her way to NIFT because of the use of IT in teaching Fashion and Design. She is specialized in Cloud Computing, Embedded systems, Programming and MATLAB (Software for designing Circuits). She has been teaching Web Design, Media Studies and Integrated Design projects. Her further interest includes UI/UX and Design Innovation.

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Ms. Maulshree Sinha

Assistant Professor, Fashion Communication, Kangra

Area of Teaching and Research - System Dynamics, Design Thinking, Strategic Design, Branding and Promotion, Retail Design



A mountain monk, Maulshree is passionate about exploring the interconnectedness of the world around and the sensorial aspects of the human perception. An educator and researcher by profession, Maulshree graduated from NIFT Delhi as a Fashion Communication graduate and completed her masters in Information Environments from London College of Communication (UAL). She has previously worked in the areas of retail design and branding. At NIFT, she's been associated with the Fashion Communication department since 2012, and specializes in subject areas like Systems Thinking, Design Thinking and Innovation, Creative Thinking, Branding and Promotion, and Retail Space Design. She views the world with a systemic lens and is constantly on a quest to identify and explore the ever-evolving varied patterns created by the interaction of elements. This has led to her current research on the systemic shifts and interventions required in the design ecosystem of India.

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Mr. Aman Kumar

**Assistant Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Information Technology and
Computer Application



Aman Kumar is an Assistant Professor with the Department of Fashion Technology, CC-BFT and Webmaster (Kangra). Passion for teaching and technology brought him to join NIFT in the year 2009 at NIFT Kangra. He is M.Tech. (IT), M.Sc. (IT) and MBA (Systems) and presently pursuing PhD in the field of Computer Applications. He has worked in the industry for 8 years for and has been an academican now for 12 years. He specializes in Information Technology, Enterprise Resource Planning for Fashion, Databases, Application of Artificial Intelligence on Fashion Industry, E-commerce for Fashion Business and Website Design & Development, Internet of Things and Algorithm using Python. He is capable of teaching and mentoring students using modern teaching methods such as e-learning techniques. He has presented in the Conferences/Seminars and published the papers in the National and International Journals of repute in field of Information Technology. He loves outdoor activities like trekking, playing sports and games and listening music.

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Mr. Ashidh K.

**Assistant Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Subjects in Production and Management domains, Engineering Graphics, Theory of Machines, Mechatronics, CAD modeling and Robotics.



Ashidh graduated from Government College of Engineering Kannur in Mechanical Engineering and completed his post-graduation in Manufacturing Engineering from Amrita School of Engineering Coimbatore. With more than four years of teaching experience in extensive domains of mechanical engineering, he joined NIFT Bengaluru in 2021.

He completed his post graduate research project from Welding Research Institute of Bharat Heavy Electricals Limited, Tiruchirappalli in inverter-based gas metal arc welding processes carried out using welding machines of six different arc characteristics, investigated and mapped their defects behaviour and paved the way for further investigation on identifying and locating welding defects instantaneously. He is interested in researching and teaching in metal joining processes, industrial automation, applied mechanics, composite materials, operation research practices and finite element methods.

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Mr. Kamaljeet Singh

**Assistant Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Sewing machinery and equipment's. EOT. Maintenance Management. Lean management. Ergonomics. Work shop technology. Garment construction.



Kamaljeet Singh Assistant professor with the department of Fashion Technology at Kangra. He is also Unit In charge Project and Media coordinator for NIFT Kangra campus. He is an alumnus of NIIFT Mohali and has worked with esteemed organization like Shahi exports in India and Bangladesh for more than 6 year. He has joined NIFT in 2013 and has been more than 14 years of experience. Kangra he was SDAC, CIDL and Nodal officer for French University ENSAIT. He was part of the team to visit Netherlands to renew and sign new MOUs with Fashion Institutes. He specializes in Operation breakdown, SAM, Productivity Improvement, line setting, work aids, attachment's and set up new vertical manufacturing facilities. He has technical expertise in Industrial Engineering, apparel manufacturing and Plant set up. He believes in Interactive learning pedagogical approach and has very good management skills. In research he has presented papers in the field of lean management and Technology advancements in apparel manufacturing.

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Mr. Mohammad Umar

**Assistant Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Industrial Engineering, Work Study, Garment Manufacturing, Spreading and Cutting, Layout and material handling



Efficiency and quality engineering are technical phenomena of the Indian garment industry which held the attention of Mr. Mohammad Umar and pushed forward to get associated with the field of Industrial Engineering after the completion of Garment Management Technology (GMT) in 2009 from Northern India Institute of Fashion Technology, Mohali. The year of 2012 brought the opportunity to be part of this wonderful organization NIFT as Assistant Professor and it's been more than 10 years since he has been working through concepts of Operation Bulletin, SAM, Productivity, Efficiency, Method study, Time study, work place engineering, work aids etc. Currently he is associated with Department of Fashion Technology as Assistant Professor. Productivity improvement, optimum resource planning and apparel product development are few of his interest areas. Other than his academic and professional interests, he is fond of cricket, chess and digital games.

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Mr. Niraj Jaiswal

**Assistant Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Pattern making, Quality management and Entrepreneurship development.



Niraj Jaiswal is an Assistant Professor with the department of fashion technology and the centre coordinator of BFT. He is NIFT alumnus, completed post graduate diploma in Garment Manufacturing Technology from NIFT Kolkata in 2001 and completed his M.F.Tech after successfully completing Bridge course from NIFT Delhi. He has worked in the area of outsourcing, vendor selection, and vendor management. He is an ambitious person and looking beyond formal education. Entrepreneurship development is the area of his kin interest especially how to create asset based income using time leveraging concept and with minimal financial investment. He strongly believes in the idea of democratization of wealth which can be attained in this era of imagination through guided entrepreneurship programme. He believes health is paramount and educating himself to attain best health through right nutrition and work out. His hobbies are outdoor leisure activities like trekking, swimming, playing sports and games.

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Mr. Saurabh Chaturvedi

**Associate Professor, Department of Fashion Technology,
Kangra**

Area of Teaching and Research - Operations, Research Methodology, Production Planning, Strategy Management, Marketing, Data analytics and Supply Chain Management



Saurabh Chaturvedi is MF Tech from NIFT and pursuing PhD from Indian Institute of Foreign Trade Delhi. He is also Textile Engineer from SVITS Indore. He has total 16 years of Experience and out of which 7 years are in industry. He has handled brand like Esprit, Nike and GAP and worked as production executive and merchandiser. He has also worked as Production Planning and control manager for H&M. He started his journey with NIFT in 2011 as Assistant Professor and have taken various portfolio like RIC, CC BF-Tech, UI-Project and COE I/C. At present he is working as Associate Professor & CAC NIFT Kangra. He specialise in operation research methodology, Marketing, Management, Production Planning and Data Analytics. He has attended various National and International conferences. He has keen interest in Cricket, Bollywood and reading. He is straight forward and motivates students towards integrity. Apart from this he loves exploring new areas and is very fond of travelling.

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Ms. Akanksha Dayma

**Assistant Professor, Fashion Management Studies,
Kangra**

Area of Teaching and Research - Service Marketing, Export Import Documentation, Fabric Knowledge for Merchandiser, Economics, Statistics and Market Research



Akanksha Dayma is an Assistant Professor, in the Department of Fashion Management Studies. She is a textile engineering graduate from GCTI and a NIFT Alumna, with over 6+ years of industry experience. She worked as Yarn Production Manager and Digital Marketing Manager in organizations like Trident and Reshamandi. She had presented at various International Conferences and her research on 'Service Quality of B-Schools' was published in a Scopus indexed journal. Her research interests lie in influencer marketing, paid customer acquisition, and the circular fashion economy.

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Ms. Kriti Srivastava

**Assistant Professor, Fashion Management Studies,
Kangra**

Area of Teaching and Research - Retail Operations, Consumer Behaviour, Craft Cluster Economics, and Professional Practices



Kriti Srivastava is a postgraduate from the Department of Fashion Management Studies of NIFT Bengaluru and has earned her Bachelor's degree in Fashion Technology from NIFT Chennai. To the classroom, she brings a plethora of experiences from her diverse roles within the fashion industry which range from retail buying to fashion curation. A keen learner & educator, she has also completed a Post Graduate Diploma in Consumer Law and Practice from the National Law School of India University, Bengaluru. Her research interests include Retail Operations, Consumer Behaviour, Craft Cluster Economics, and Professional Practices. A climate-positive feminist, she is also the Editor in Chief of Ismat: Nazraana -e- aurat, a multi-author poetry anthology.

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Ms. Puja Rani

**Assistant Professor, Fashion Management Studies,
Kangra**

Area of Teaching and Research - Retail operations, Retail planning, supply chain management, design fundamentals, sketching .



She is an Assistant professor with the department of Fashion Management studies , she is a NIFT Mumbai Alumni. She comes with an educational background of design, management and computer application. Her core experience is in Retail planning and Retail operations. She has worked in the industry with Arvind brands, Lifestyle international pvt ltd, Gini&Jony and future group. Her area of interest for research includes “ retail operations, buyingbehavior, supply chain, traditional clothing.”

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Dr. Rajeev Kumar

**Assistant Professor, Fashion Management Studies,
Kangra**

Title of Dissertation of PhD - 'Customer Service Quality, Perception of Technology-Based Banking services'

Area of Teaching and Research - Fashion Marketing, Consumer Behaviour, E-Commerce, Brand Management, Retail Management



Dr. Rajeev Kumar is an Assistant Professor in the Department of Fashion Management Studies. He is a Ph.D. in Marketing and specializes in marketing and retail business. He has qualified UGC-NET examination with Junior Research Fellowship (JRF) award. Passion for fashion marketing brought him to join NIFT in the year 2021. He has worked in the industry and has been an academician now for 12 years. He specializes in Marketing, Retail Branding, Sales Management, Marketing Research, Retail Management and E-Commerce. He has several publications in the area of Marketing and e-services in national and international journals, including the prestigious journals of IIMS Journal of Indian Institute of Management, Shillong, Global Journal of management and business research, USA and Prajnan Journal of National Institute of Bank Management, Pune.

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